



Increasing
THE FARM MARKET

Every family
has a double interest in
**KELLOGG'S
CEREALS**

All over the world, Kellogg's Cereals hold front rank in popularity.

There are several reasons why people buy Kellogg's in preference to other cereals. In the first place, of course, they're good foods. Wholesome, appetizing, extra-crisp and full of flavor. Everybody likes them, and they give big value for small cost.

Kellogg's Cereals have created new markets for millions of bushels of wheat, rice and corn. For instance, it takes an entire year's bumper crop from



700 acres of corn to supply a single day's demand for Kellogg's Corn Flakes.

At the same time, Kellogg's Cereals have tremendously increased the consumption of other agricultural products. It is estimated that 2,000,000 quarts of milk and cream are served with Kellogg Cereals every day in the year! Thousands of tons of fruits and berries, sugar, honey and other farm products are also accompaniments of Kellogg breakfasts.

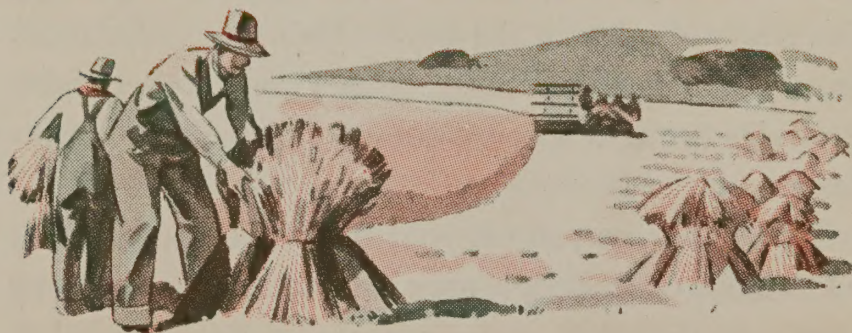
Remember, as you eat your bowl of Kellogg's, that 12,000,000 other people are enjoying them at the same time. Kellogg's Cereals, because of their matchless

flavor, quality and real economy, have become favorites in half the homes of the nation—for breakfast, lunch, after school, the children's evening meal or a bed-time snack.

The name Kellogg's on the white, red-and-green package means guaranteed quality—the best value that can possibly be given. Every package of cereal made in the Kellogg factory bears that name. There is no such thing as a cereal made by Kellogg and sold under a different brand.

You will find it pays to insist on Kellogg's. When a substitute is offered, it is seldom in a spirit of service.

W. K. Kellogg



PRACTICAL TABLE . . .

OF WEIGHTS AND MEASURES

4 ounces	$\frac{1}{4}$ pound
16 ounces	1 pound
60 drops	1 teaspoon
3 teaspoons	1 tablespoon
4 tablespoons	$\frac{1}{4}$ cup
8 tablespoons	$\frac{1}{2}$ cup
16 tablespoons	1 cup
1 gill	$\frac{1}{2}$ cup
2 cups	1 pint
4 cups	2 pints or 1 quart
4 quarts	1 gallon
8 quarts	1 peck
A dash	less than $\frac{1}{8}$ teaspoon



CRISPNESS and FLAVOR

Nothing takes the place of Kellogg's Corn Flakes. Cooked, flavored and toasted by Kellogg's own process—a delicious taste and crunchy crispness that's different from any other cereal. They are nourishing too. Rich in energy and easy to digest. And one of the amazing qualities of Kellogg's Corn Flakes is that appetites never weary of them. There's hardly a food you can buy that gives you so much real value for your money.



RECIPES



HAM LOAF

- | | |
|------------------------------------|-----------------------------|
| 1 pound smoked ham (ground) | 2 tablespoons chopped green |
| 1/2 pound lean pork (ground) | pepper |
| 1/2 pound veal (ground) | 2 eggs (beaten slightly) |
| 1/2 teaspoon salt | 1 cup milk |
| 2 cups Kellogg's Corn Flake crumbs | |

Combine all ingredients thoroughly. Fill a long narrow cloth bag with the mixture and boil one hour. This can be baked in loaf pan in a moderate oven (350° F.) one hour.

Yield: 8 servings.

Note: If loaf is chilled, it can be cut into thin slices for sandwiches, cold meat platters, etc.



FRUIT AU GRATIN

- | | |
|----------------------------|-----------------------------|
| 8 canned or stewed pear or | Kellogg's Corn Flake crumbs |
| peach halves | Butter |

Drain the fruit, saving the juice. Roll fruit in crumbs. Place in buttered baking dish, cut side up. Dot with butter. Bake in hot oven (400° F.-425° F.) until crumbs are brown. Serve with Lemon Spice Sauce.

Yield: 4 servings.

LEMON SPICE SAUCE

- | | |
|-----------------------------------|-------------------------------|
| 1/2 cup sugar | 2 tablespoons butter |
| 1 tablespoon cornstarch | 1 1/2 tablespoons lemon juice |
| 1 cup boiling juice drained from | Nutmeg |
| fruit. (If necessary add water to | Salt |
| make one cup) | |

Mix sugar and cornstarch in top of double boiler. Add hot fruit juice gradually, stirring constantly. Cook five minutes after mixture begins to thicken. Add butter, lemon juice, nutmeg and salt.

HOW TO REMOVE STAINS

<i>Stain</i>	<i>Washable Fabrics</i>	<i>Non-Washable Fabrics</i>
FOOD STAINS		
Chocolate or Coffee	Launder. If a brown stain remains, bleach with Javelle water.*	Sponge with commercial cleaning solution and then with warm water or a dilute solution of hydrogen peroxide.
Egg	Soak in cold water. Launder.	Scrape off surface. Remove grease with commercial cleaning solution and sponge with cold water.
Fruit and Berry	Pour boiling water through stains. If they still remain, bleach with hydrogen peroxide or Javelle water.	If the color is not affected by hydrogen peroxide, spread the stained portion over a basin of steaming water and apply hydrogen peroxide at five minute intervals.
Grease or Tar	Rub with lard or kerosene. Launder in hot, soapy water.	Sponge with commercial cleaning solution or gasoline.
Ice Cream Milk Cream	Soak in clear water and launder. If a stain from coloring matter remains, bleach with hydrogen peroxide or Javelle water.	Sponge with warm water. When dry, remove grease with commercial cleaning solution.
Sugar Stains	Launder.	Sponge with warm water.
Tea	Wash in a solution of borax and soap. If stain remains, bleach with Javelle water.	Remove with hydrogen peroxide.

<i>Stain</i>	<i>Washable Fabrics</i>	<i>Non-Washable Fabrics</i>
MISCELLANEOUS STAINS		
Blood	Soak in cold water and launder. If a brown stain remains, bleach with Javelle water.	Sponge with cold water or a solution of mild soap.
Gum	Scrape off as much as possible, rub with kerosene and launder.	Remove as much as possible. Sponge with commercial cleaning solution.
Grass and Flower	Rub in thick hot soap suds. If a stain remains, bleach with Javelle water or hydrogen peroxide.	Sponge the stain with wood alcohol or denatured alcohol.
Ink	Different inks require different treatment. Try one or more of these methods; (1) Launder. (2) Soak in milk one or two days. (3) Apply Javelle water or commercial ink remover. (4) Apply undiluted hydrogen peroxide. Steam over teakettle spout until stain turns yellow. Rinse in soapy water. Apply dilute oxalic acid. Steam just long enough to remove yellow stain.	(1) If the stain is moist, apply cornmeal, French chalk, or talcum powder, making fresh applications as the old ones absorb ink. When no more ink can be removed by the dry absorbent, make it into a paste with water and apply. (2) If material is not affected by hydrogen peroxide and oxalic acid use Method No. 4 (left).
Iodine	Launder in very hot suds.	Steam over the spout of a teakettle.
Iron Rust	Apply a solution of oxalic acid every few minutes. Rinse very thoroughly.	It is almost impossible to remove iron rust from silk and wool.
Mercurochrome	Launder or boil in hot suds. If a stain remains, bleach with Javelle water.	Almost impossible to remove from silk or wool.



<i>Stain</i>	<i>Washable Fabrics</i>	<i>Non-Washable Fabrics</i>
Mildew	Surface mildew may be removed with Javelle water. Deeply grown mildew is almost impossible to remove.	Surface mildew: apply potassium permanganate until the mildew is removed, and then apply oxalic acid. Deeply grown mildew is almost impossible to remove.
Mud	Give the article repeated short soakings in cold clear water and then launder.	Rub off as much mud as possible, sponge with water to which a few drops of ammonia have been added.
Paint	Soak in kerosene or turpentine, rub out as much paint as possible and launder.	Sponge with commercial cleaning solution or turpentine.
Perspiration	Launder.	Sponge with soapy water or send to dry cleaner.
Scorch	If scorch is light, launder or dampen and place where sunlight will strike it. Deep scorch cannot be removed.	If scorch is light, apply hydrogen peroxide. Deep scorch cannot be removed.
Water spots	Launder entire garment.	Press under a damp cloth or rub spots with a coin or knife blade.

*Recipe for Javelle Water: 1 lb. washing soda
 1 qt. boiling water
 ½ lb. chloride of lime
 2 qts. cold water

Put the soda in a granite pan and add boiling water. Mix the lime and the cold water. Pour this mixture into the dissolved soda. When settled, pour the clear liquid into a bottle and use as Javelle water.





So Crisp . . . THEY
SNAP, CRACKLE and POP



There's no food with a greater appeal for children than Kellogg's Rice Krispies—*so crisp* they *crackle* in milk or cream! Grown-ups, too, love their wonderful flavor. Serve them often, and you'll please everybody. Nourishing. Easy to digest. A splendid breakfast or lunch. A wholesome evening meal for children.

★ HONEYED RICE KRISPIES BALLS

$\frac{3}{4}$ cup sugar
 $\frac{1}{2}$ teaspoon salt

$\frac{1}{2}$ cup water
 $\frac{3}{4}$ cup honey

2 pkgs. Kellogg's Rice Krispies

Put sugar, salt and water into a saucepan and cook, stirring until the sugar is dissolved. Boil until a temperature of 300° F. is reached (*very brittle*). Add honey slowly, stirring until blended. Cook again until thermometer registers 240° F. (about one minute). Pour over Rice Krispies. While hot drop by spoonfuls into buttered cups or muffin pans or form into balls. Or press into buttered pans and when cool cut into bars. Yield: 16 balls or bars.



LESS TIME

IN THE KITCHEN

Let Kellogg's do a bigger share of your cooking! Many hours of toil over a hot stove are eliminated when you

serve Kellogg's delicious ready-to-eat cereals. No bother to prepare. On the table in an instant. No pots and pans to scour afterward. Just put these crisp, tempting foods in a bowl and pour on milk or cream! Added goodness if you serve them with fruits or honey.

You'll have more leisure for things you enjoy doing, if you give your family Kellogg's Cereals often. And there's nothing they'll like better. These foods are popular any time of day. A nourishing, refreshing lunch, or after-school snack for children.

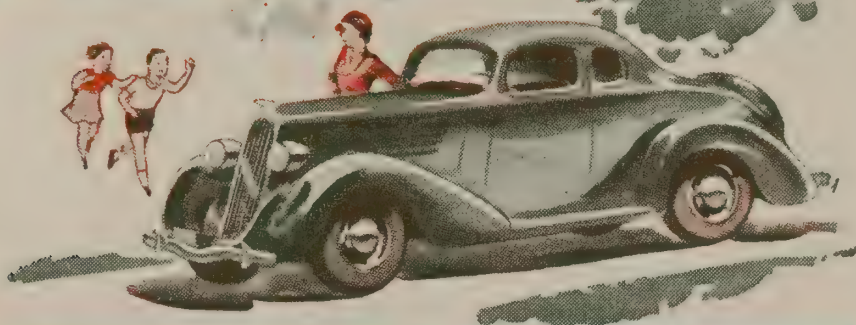


An ideal supper for little folks because these crisp ready-to-eat cereals are so easily digested.

A recent series of tests show that children who eat an ordinary supper, including foods harder to digest, are often unable to sleep soundly. The prolonged struggle of digestion disturbs their slumber.

But children who eat a light, nourishing supper of Kellogg's Cereals and milk rest far better. Sleep records prove that after such a meal their sleep movements during the night are nearly 30% fewer than after a heavier meal!

MORE LEISURE



THE PLUS FOOD . . . FOR

MINUS MEALS



Your doctor will tell you that *keeping* healthy depends far more on proper diet than on drugs, that common constipation is usually due to insufficient “bulk” in meals, and that patent medicines give you only temporary relief.

Kellogg's ALL-BRAN supplies gently acting “bulk” which *corrects the cause* of common constipation.* This “bulk” takes up moisture, forming a soft mass which helps to cleanse the system.

ALL-BRAN gives your body the regular *internal* exercise it needs to prevent sluggishness.

Serve ALL-BRAN regularly for regularity, with milk or cream—or use in cooking.

Two tablespoonfuls daily are usually sufficient. Consult your doctor if you do not gain relief this way. Get ALL-BRAN at your grocer's. Made by Kellogg in Battle Creek.

*Constipation due to insufficient bulk.

RECIPES

★ ALL-BRAN BUTTERSCOTCH COOKIES

1 cup butter
2 cups brown sugar
1 egg

1 cup Kellogg's All-Bran
3 cups flour
2 teaspoons baking powder

Cream butter; add sugar gradually and beat until thoroughly mixed. Add egg and All-Bran. Sift flour with baking powder and add to the first mixture. Shape into roll about 1½ inches in diameter, wrap in waxed paper and store in a cold place until firm. Cut into thin slices and bake on ungreased cookie sheet in hot oven (425°F.) about 10 minutes.

Yield: 7½ dozen cookies 2 inches in diameter.



★ ALL-BRAN MUFFINS

2 tablespoons shortening
¼ cup sugar
1 egg
1 cup Kellogg's All-Bran

¾ cup milk
1 cup flour
2½ teaspoons baking powder
½ teaspoon salt

Cream the shortening and sugar. Add egg and beat well. Add All-Bran and milk and let soak until the moisture is taken up. Sift flour with baking powder and salt and add to first mixture, stirring only until flour disappears. Fill greased muffin pans ¾ full and bake in a moderate oven (400°F.) about 30 minutes.

Yield: 8 large or 12 small muffins.

Note: If sour milk or buttermilk is used instead of sweet milk, add ½ teaspoon soda and use only 1 teaspoon baking powder.



IMPROVED FLAVOR

Kellogg's Pep has always been a favorite with active appetites. But now—it is better than ever. An improved flavor you will like immediately. Mildly laxative . . . packed with nourishment . . . easy to digest. Extra delicious with fruits in season.

Ask for Kellogg's Pep 30% Bran Flakes.



The Kellogg kitchens have found a way to blend the crunchy goodness of rice with the wholesome benefits of whole wheat. The result is a marvelous new cereal. You'll be delighted with Kellogg's Wheat Krispies. Pour milk or cream over

BLENDED for CRISPNESS

a bowlful. Notice *they stay crisp*, right down to the last spoonful.



RECIPES

★ PEP MOLASSES COOKIES

$\frac{3}{4}$ cup shortening
1 cup sugar
2 eggs (well beaten)
1 cup molasses
1 cup Kellogg's Pep

$\frac{1}{2}$ cup sour cream

4 cups flour
1 teaspoon soda
1 teaspoon ginger
1 teaspoon cinnamon
 $\frac{1}{4}$ teaspoon salt

Cream shortening and sugar thoroughly; add eggs, molasses and Pep. Sift dry ingredients and add to first mixture alternately with the sour cream. Chill overnight.

Roll a small part of the dough at a time, cut and bake in a moderate oven (375°F.) for about 10 minutes.

Yield: About 2 $\frac{1}{2}$ dozen large cookies.

★ CHOCOLATE KRISPIES

$\frac{1}{4}$ pound sweet chocolate
1 ounce paraffin
3 cups Kellogg's Wheat Krispies

Melt chocolate and paraffin over hot water and stir in Wheat Krispies carefully. Drop onto a greased baking sheet or wax paper, shaping with round bowled tablespoon.

★ WHEAT KRISPIES MACAROONS

2 egg whites
1 cup brown sugar
2 cups Kellogg's Wheat Krispies

$\frac{1}{2}$ cup nutmeats
1 cup cocoanut
 $\frac{1}{2}$ teaspoon vanilla extract

Beat egg whites until they are stiff enough to hold their shape but not until they lose their shiny appearance. Fold in sugar carefully. Fold in Wheat Krispies, nutmeats and cocoanut. Add vanilla. Drop on a well greased baking sheet. Bake in a moderate oven (350°F.) about 15 to 20 minutes. Remove pans from oven, place on damp towel and remove macaroons immediately with a spatula or sharp knife. If macaroons become hardened to pan, they may be put in the oven for a few minutes to soften.

Yield: 1 $\frac{1}{2}$ dozen.



WEATHER

SECRETS

Corona—The small colored circles we frequently see around the sun or moon. A corona growing smaller indicates rain; growing larger, it indicates fair weather.

Fogs—Fogs are a promise of settled weather.

Halo (Sun Dogs)—By halo we mean those circles or parts of circles often seen about the sun or moon. A halo occurring after fine weather indicates a storm.

Rainbow—A morning rainbow indicates rain; an evening rainbow indicates fair weather.

Sky Color—A deep-blue sky, although it is seen through clouds is indicative of fair weather. A growing whiteness indicates an approaching storm.

Sunset Colors—A gray sunset or one in which the sky is green or yellowish-green is indicative of rain. A red sunrise, with clouds appearing later on, is also indicative of rain.



SHREDDED WHOLE WHEAT BISCUIT

... CRISPER, FRESHER



Wait till you try Shredded Whole Wheat Biscuit as Kellogg makes it! Double-toasted, top and bottom. *Both* sides of Kellogg's Shredded Whole Wheat Biscuit are a crisp, tempting golden-brown. Convenient and economical. Two biscuit just fit the cereal-bowl, and you get 15 to the package. Rich in the food value of whole wheat, and the quality and flavor that have made Kellogg's name famous.



SPANISH CORN

1 tablespoon butter
1 large green pepper, minced
1 medium onion, chopped
1 teaspoon salt

$\frac{1}{4}$ teaspoon black pepper
2 cups whole kernel corn
 $2\frac{1}{2}$ cups tomatoes
8 Kellogg's Whole Wheat Biscuit

Melt butter in frying pan and sauté pepper and onion until tender but not brown. Add other ingredients (except Whole Wheat Biscuit) and simmer until juice has partly condensed. Split, heat and butter the Whole Wheat Biscuit, place a generous amount of the corn mixture on top and serve. Yield: 8 servings.

★ BIRTHSTONES AND FLOWERS ★

JANUARY

Birthstone: GARNET
Flower: SNOWDROP

FEBRUARY

Birthstone: AMETHYST
Flower: PRIMROSE

MARCH

Birthstone:
BLOODSTONE
Flower: VIOLET

APRIL

Birthstone: DIAMOND
Flower: DAISY

MAY

Birthstone: EMERALD
Flower: HAWTHORNE

JUNE

Birthstone: PEARL
Flower: HONEYSUCKLE

JULY

Birthstone: RUBY
Flower: ROSE

AUGUST

Birthstone: SARDONYX
Flower: POPPY

SEPTEMBER

Birthstone: SAPPHIRE
Flower: MORNING
GLORY

OCTOBER

Birthstone: OPAL
Flower: HOPS

NOVEMBER

Birthstone: TOPAZ
Flower: CHRYSANTHE-
MUM

DECEMBER

Birthstone: TURQUOISE
Flower: HOLLY

★ RULES FOR COMPUTING INTEREST ★

360-DAY BASIS

The following will be found to be excellent rules for finding the interest on any principal for any number of days. When the principal contains cents, point off four places from the right of the result to express the interest in dollars and cents. When the principal contains dollars only, point off two places.

FOUR PER CENT—Multiply the principal by the number of days to run, and divide by 90.

FIVE PER CENT—Multiply by number of days, and divide by 72.

SIX PER CENT—Multiply by number of days, and divide by 60.

EIGHT PER CENT—Multiply by number of days, and divide by 45.



REALLY FINE-FLAVORED COFFEE

—THAT LETS YOU SLEEP

Of course, Kellogg's Kaffee Hag Coffee does have 97% of the caffeine removed. That's important. But just as important is the fact that it's a blend of the richest coffee in the world.

HOW TO MAKE KELLOGG'S KAFFEE HAG COFFEE

Kaffee Hag is real coffee and should be prepared just as any other coffee

Use Same Amount of Coffee and Water as for Any Other Coffee

(1 heaping tablespoon to each cup)

PERCOLATOR: Put measured water in pot. Put measured Kaffee Hag in coffee basket. Count time of brewing from the minute the water begins to percolate. Percolate until the desired strength is obtained. (Kaffee Hag Coffee can be percolated much longer than other coffee without becoming bitter.)

DRIP METHOD—Have pot hot. Put measured amount of Kaffee Hag Coffee in basket. Pour measured boiling water into water container. Keep pot in warm place while water is dripping through the coffee. *Do not let coffee boil.*

"BOILED" KAFFEE HAG—Mix measured amount of Kaffee Hag Coffee with a small amount of cold water and white of egg if desired. Add measured boiling water. Simmer until the desired strength is obtained.

PERSONAL RECORD

Name.....

Birthplace and Birthday.....

Life Insurance Policy No.....Company.....

Accident Insurance Policy No.....Company.....

Fire Insurance Policy No.....Expires.....

Banks.....

Automobile No.....License No.....

Weight.....(Date).....

Height.....(Date).....

Shirt Size.....Hosiery Size.....

Glove Size.....Hat Size.....

Collar Size.....Shoe Size.....

My Will may be found at.....

My Lawyer is.....Address.....

My Doctor is.....Address.....

My Clergyman is.....Address.....

INTERESTING FACTS

... ABOUT KELLOGG'S

CORN—20,000 bushels or yearly yield of a 700 acre farm used daily.

WHEAT—6,500 bushels or yearly yield of a 450 acre farm used daily.

BRAN—23 carloads or yearly yield from 9,600 acres of wheat, used weekly.

RICE—120,000 pounds used daily in the manufacture of Rice Krispies.

GREEN COFFEE—6,000,000 pounds of green coffee used annually in the manufacture of Kaffee Hag Coffee.

MALT—60 carloads used yearly.

SUGAR—300 carloads used yearly.

SALT—100 carloads used yearly.

EMPLOYEES—2,500 factory and office workers.

SALESMEN—Approximately 600 employed throughout the year.

PAYROLL—\$3,900,000 per year.

AUTOMOBILES—425 owned and operated—more than ten and one-half million miles yearly.

COAL—30 carloads used weekly. Winter's supply for 180 families.

Plants in Battle Creek, Michigan; London, Canada; and Sydney, Australia.

Branch offices in 24 cities of the United States.

Sales representatives in all parts of the world.





QUALITY
GUARANTEED